

This Page Is Inserted by IFW Operations  
and is not a part of the Official Record

## **BEST AVAILABLE IMAGES**

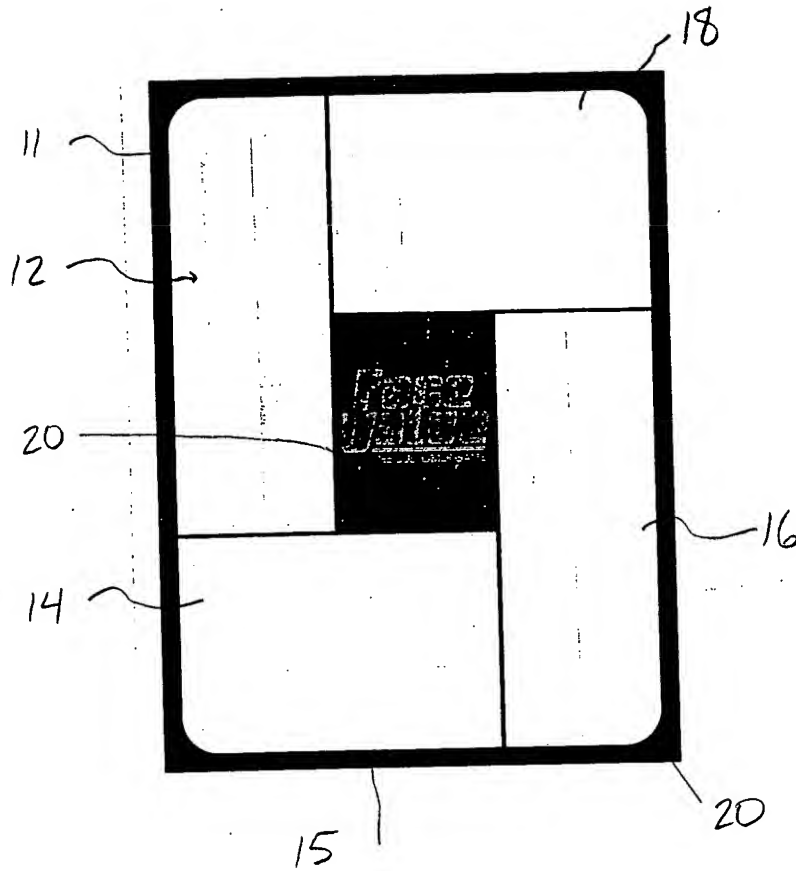
Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images may include (but are not limited to):

- BLACK BORDERS
- TEXT CUT OFF AT TOP, BOTTOM OR SIDES
- FADED TEXT
- ILLEGIBLE TEXT
- SKEWED/SLANTED IMAGES
- COLORED PHOTOS
- BLACK OR VERY BLACK AND WHITE DARK PHOTOS
- GRAY SCALE DOCUMENTS

**IMAGES ARE BEST AVAILABLE COPY.**

**As rescanning documents *will not* correct images,  
please do not report the images to the  
Image Problem Mailbox.**



Invention: CUSTOMER INFORMATION  
CARD GAME  
Inventors: GIBBONS, DRIZIN,  
KYZR-SHEELEY, LINVILLE,  
AND MCALLISTER  
Our File No.: P00870-US-00

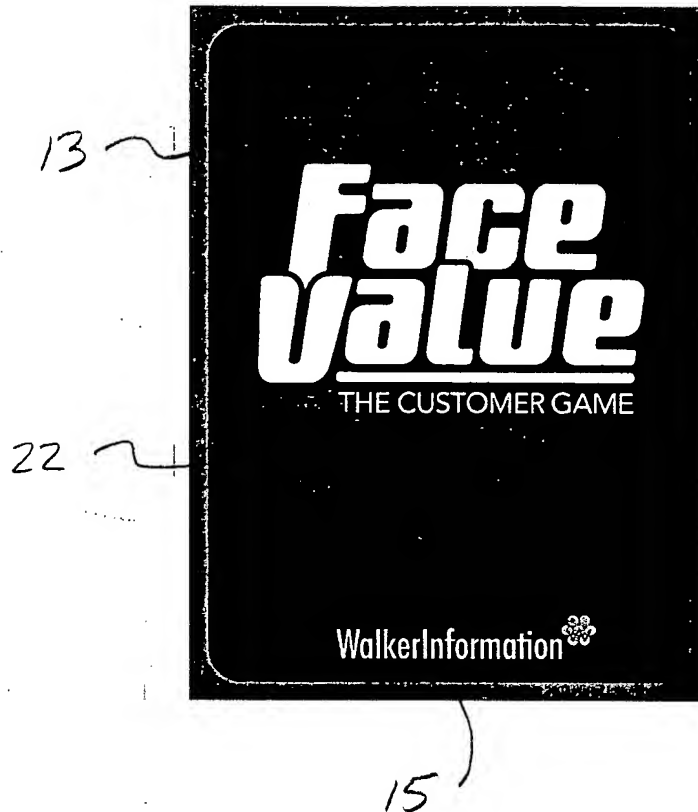


FIG. 2

Invention: CUSTOMER INFORMATION  
CARD GAME  
Inventors: GIBBONS, DRIZIN,  
KYZR-SHEELEY, LINVILLE,  
AND MCALLISTER  
Our File No.: P00870-US-00

15a

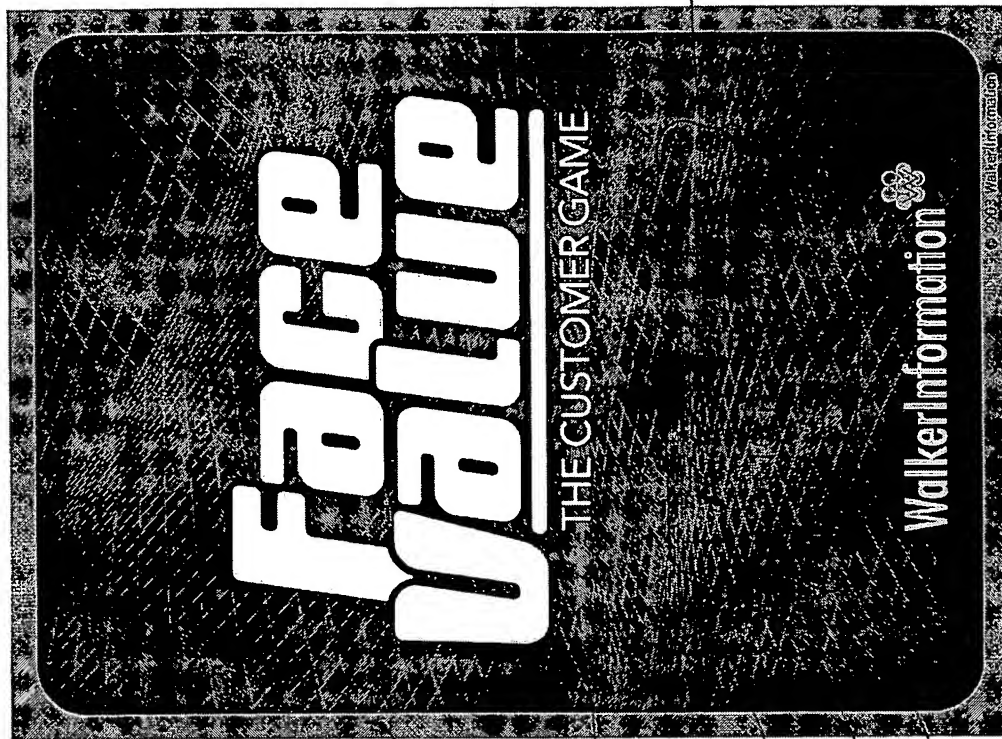
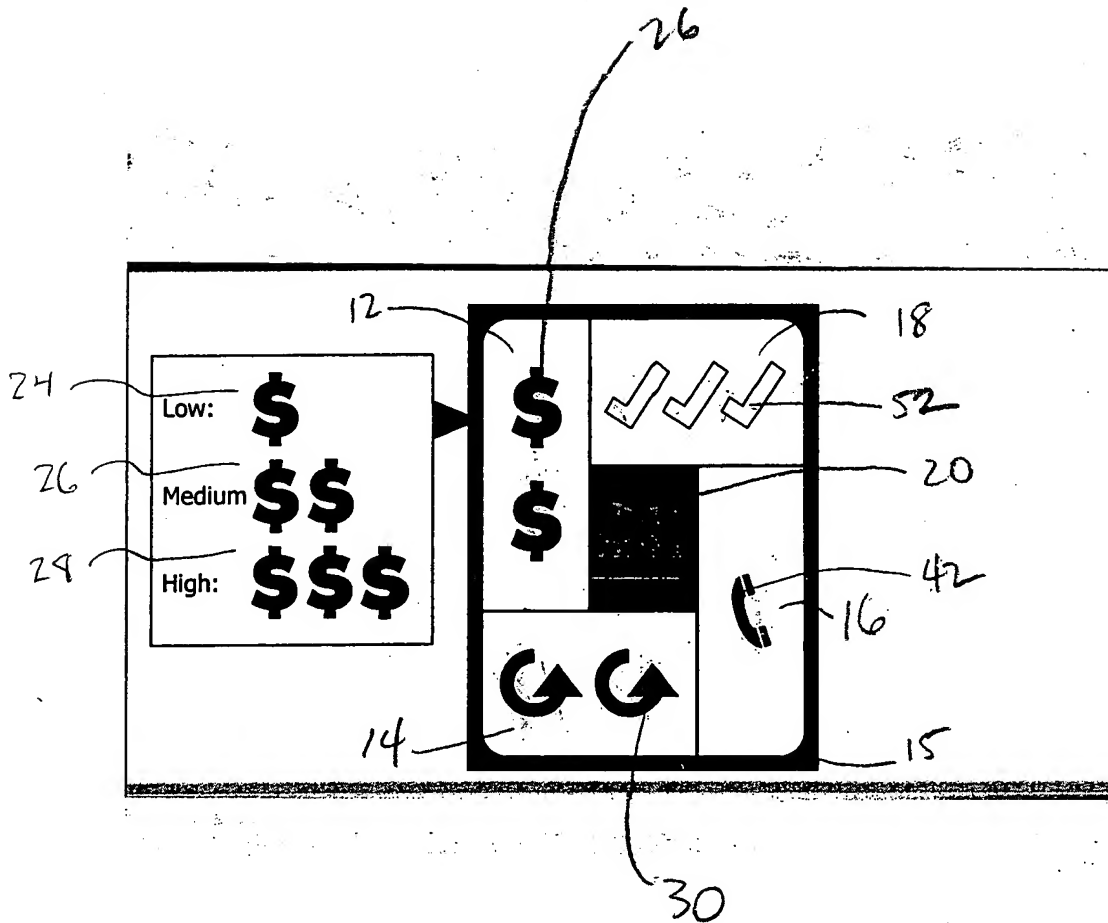


Fig 2a



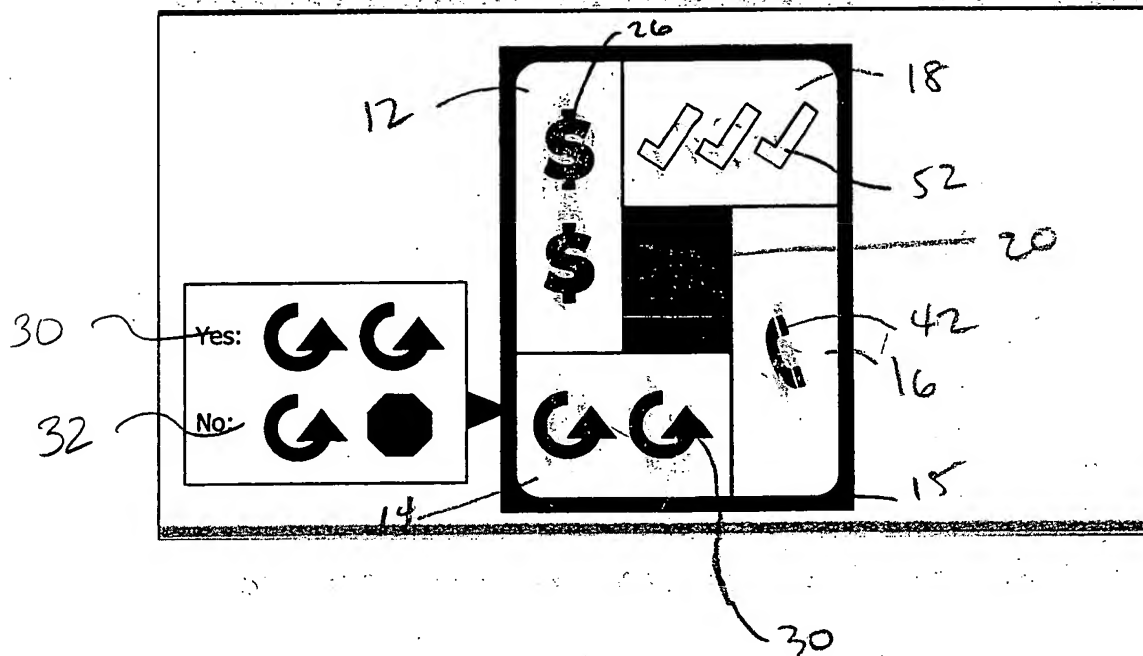


FIG. 4

Invention: CUSTOMER INFORMATION  
CARD GAME  
Inventors: GIBBONS, DRIZIN,  
KYZR-SHEELEY, LINVILLE,  
AND MCALLISTER  
Our File No.: P00870-US-00

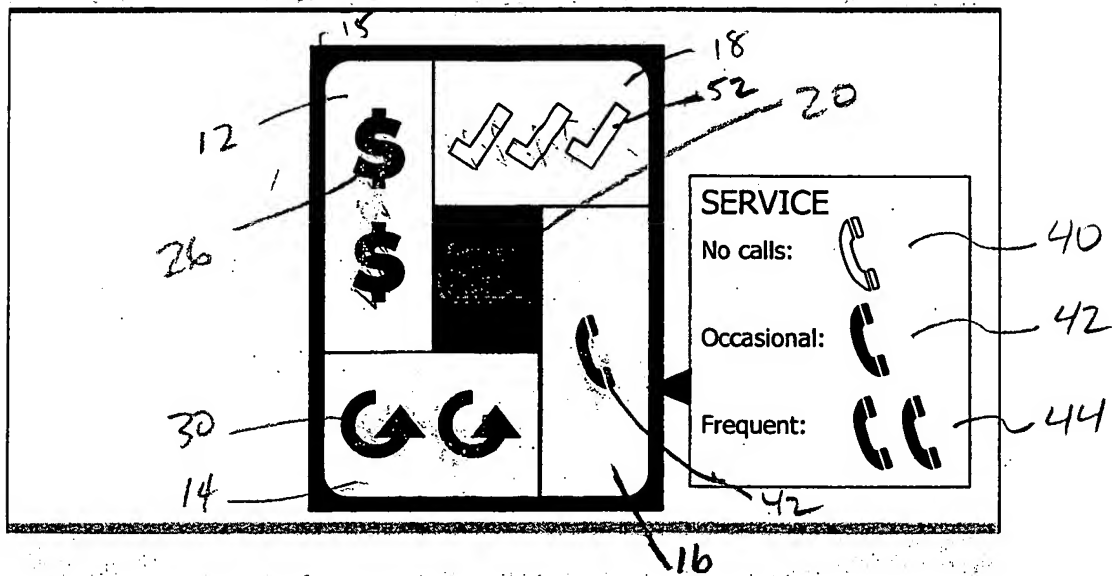


FIG. 5

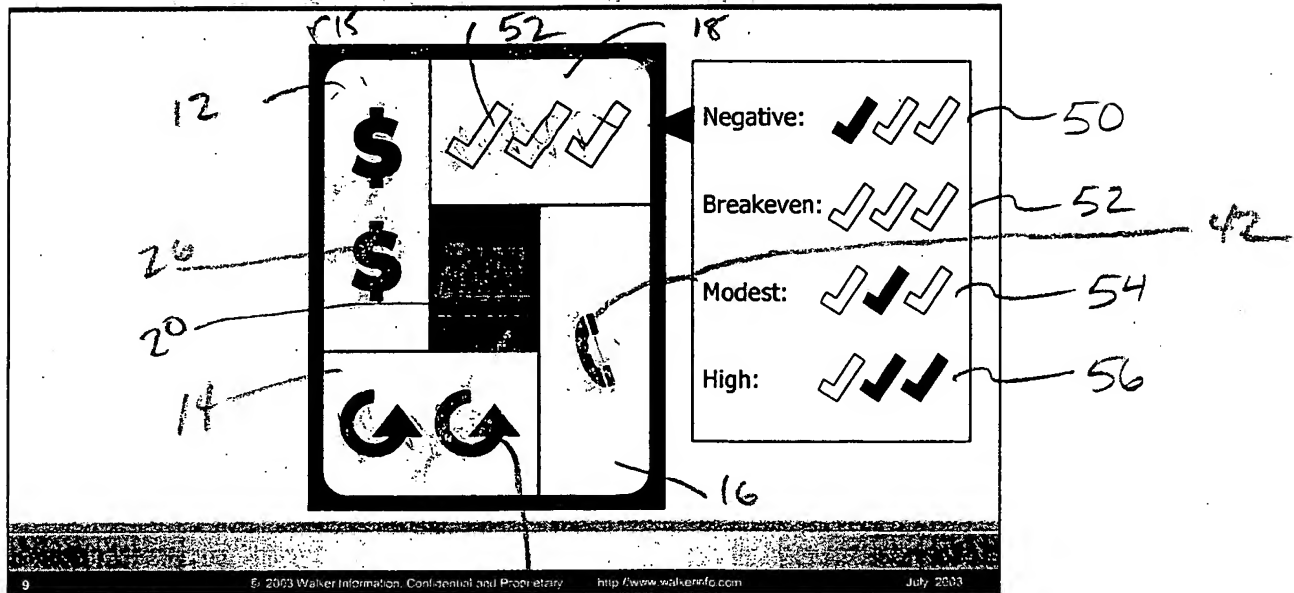


FIG. 6



Revenue	Low:	\$	- One point
	Medium:	\$\$\$	- Two points
	High:	\$\$\$\$	- Three points
Repurchase	Yes:	↻ ↻	- One point
	No:	↻ ●	- Zero points
Service	Low:	☎	- One point
	Medium:	☎ ☎	- Two points
	High:	☎ ☎ ☎	- One point



FIG. 7


**FaceValue**  
THE CUSTOMER GAME

Score Card #1

205 **Player:**

210 **Revenue** \$

220 **Repurchase**  

230 **Service** 

240 **TOTAL**

	1	2	3	4	5		
Revenue	211	212	213	214	215		
Repurchase	221	222	223	224	225		
Service	231	232	233	234	235		
TOTAL	241	242	243	244	245		280

© 2003 Walker Information



FIG. 8


**FaceValue**  
THE CUSTOMER GAME




Score Card #2


305 **Player:**

310 **Revenue** \$

320 **Repurchase**  

330 **Service** 

340 **Profit**   

350 **Loyalty** 

360 **TOTAL**

	1	2	3	4	5		
Revenue	311	312	313	314	315		
Repurchase	321	322	323	324	325		
Service	331	332	333	334	335		
Profit	341	342	343	344	345		
Loyalty	351	352	353	354	355		
TOTAL	361	362	363	364	365		380

© 2003 Walker Information

FIG. 10

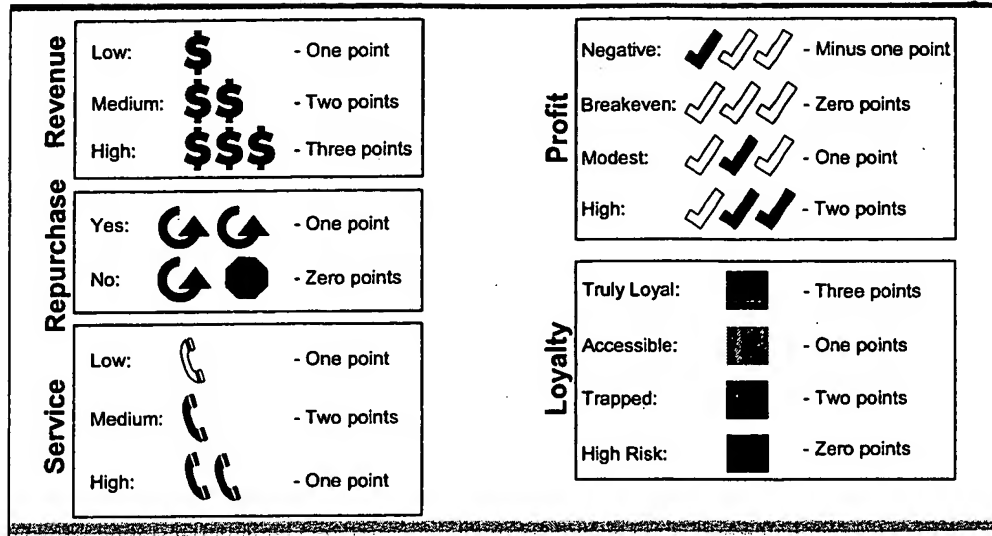


FIG. 9

Invention: CUSTOMER INFORMATION  
CARD GAME  
Inventors: GIBBONS, DRIZIN,  
KYZR-SHEELEY, LINVILLE,  
AND MCALLISTER  
Our File No.: P00870-US-00

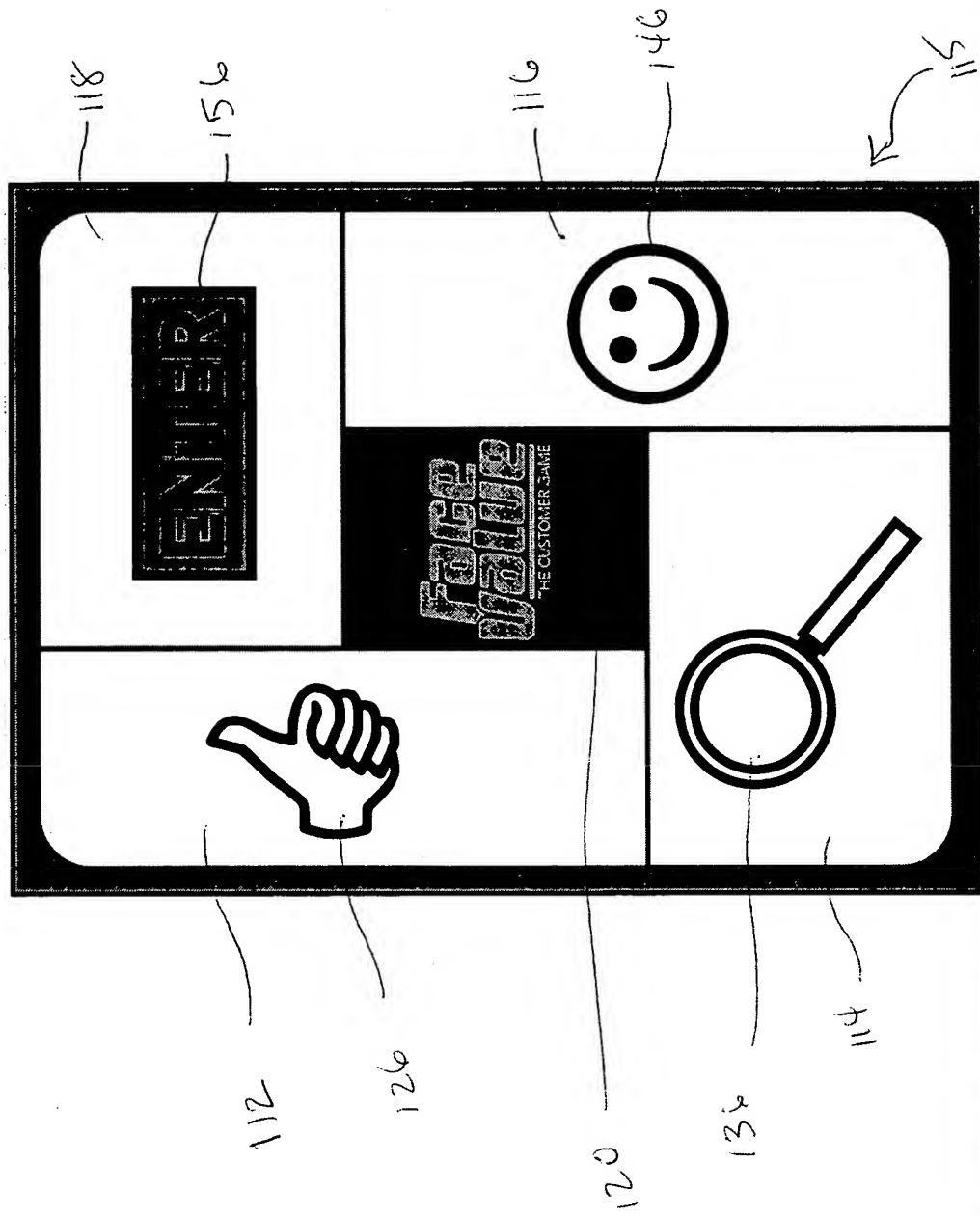


Fig. 11